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Philosophy of Practice for Modern Business

Yoshishige Tsuchiya

Many books and essays concerning business philosophy are published recently in the United States. Among them an essay on "Business and Good Society" written by Raphael Demos, professor of Harvard University, may be said one of the illuminating studies. This is the reason why I have introduced general content of his essay and his recommending Guiding Principles. Analyzing each of his five Guiding Principles from the standpoint of the practical businessman, I have agreed that most of his proposals are adequate. There are some part of his proposals, however, that can not be agreed upon, for which I have tried to express my opinion as a business specialist.